

# Tangerine Jam Market - Forecasts from 2021 to 2026

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## Abstracts

The tangerine jam market is expected to grow at a compound annual growth rate of 4.23% over the forecast period to reach a market size of US\$1,241.657 million in 2026 from US\$923.235 million in 2019.

Tangerine Jam is a citrus flavored jam produced from fresh tangerines and are a hybrid fruit belonging to citrus fruit and is widely grown in tropical areas of Asia. They are widely consumed as a healthy diet especially by those people who face several health conditions such as clogged arteries, indigestion and asthma. Owing to the several nutritious value, the consumers are adding it to their daily diet including as dessert, breakfast or as the key ingredient in breakfast or any other food preparation

Tangerine Jam is a source of Vitamin C, Vitamin, calcium among other nutrition that offers health benefits and cause of this, it is in the great demand among children. The nutritional value of the tangerine jam is the biggest factor that is driving the market. The consumers are widely using as on toast, baked products, ice cream and puddings etc.

The increase in the use of social media and more individuals are signing up for it have led to celebrities and others using the platform to share the ideas for the application of tangerine jam and gaining popularity. New recipes are being innovated and shared among the people including the healthy recipes for children. These are increasing the demand of jam.

As the disposable income is increasing, the consumers want to try new products and are willing to pay higher price for it. Consumers are also adopting the gourmet jams as an indulgent luxury and are even gifting it to others.

Tangerine jam market is facing various challenges, for instance, the growing trend of organic food and rising health awareness. The increase in the consciousness among

the consumers in the choice of food and its nutritional value is predicted to impact the tangerine jam market. The manufactures are currently focusing on producing the tangerine jams with natural sweeteners like high fructose syrup and real fruit ingredient without artificial colors and flavors.

The healthy and new product launches are gaining lot of popularity and also provides huge market opportunities for the key players in the tangerine jam market. The growth of the market can be attributed to the health-conscious consumers and parents. Many companies are currently focusing on the organic growth strategies and events such as product approval, product launch and patents to gain market share and increase their foothold in the forecasted period.

### Healthy and Low-Sugar to hold a prominent market share

In terms of product types, the tangerine jam market is segmented to High Sugar Jam and Low Sugar Jam. The low sugar jam is anticipated to grow substantially in the coming years due to the rising health consciousness among the consumers. As tangerine jam has various health benefits, the consumers are adopting the jam in various product. For instance, the consumers including the children are consuming the tangerine jam in their breakfast or in the breakfast applications.

The manufactures are focusing on the launching organic and healthy variety with low-carb and low-fat diet or that has low sugar or sugar free and low fat. In addition, they are even introducing natural and real fruits that is infused with special ingredient like honey, chia seeds, herbs and spices, among others.

### Regional Analysis

The tangerine jam market has been analysed with respect to five regions: Asia Pacific, Middle East and Africa, North America, South America and Europe.

Asia Pacific region is predicted to hold a major share of the tangerine market during the forecasted period due to rise in the consumption of the tangerine jam. The consumers are using the tangerine jam in various application of the food industry. This region is also observing the rise in tend of fitness and health awareness, the consumers are more conscious about the food that they consume. The manufactures are trying to keep up with the trend and are currently focusing in that region to launch healthy and organic products.

North America is observing the increase in demand for the convenient food that is leading to the expansion for the market of jam. The manufactures of North America are using sugar alternatives, like pectin and ripe and semi-ripe fruits with the motive to make the products tastier and more colourful. The market is also shifting from the normal sweet jam to other flavours such as sweet and smoky, sweet and tangy.

Whereas, in Europe the market of tangerine jam is expected to grow and account for major share in the forecasted period due to the wide usage and adoption of the tangerine products include jam as jam is included in their traditional custom of eating.

### Distribution Channel

By the distribution channel segment, the tangerine segment is divided into hypermarket/supermarket, grocery stores, online and others. The supermarket segment holds a larger market share as there is wide availability of different varieties and are easily accessible. But the online segment is seeing a rise in the demand for the tangerine jam, this is due to heavy discounts and the Covid-19 pandemic forced everyone to stay home where online was only source to order foods and other supplies. This upsurge of the online segment is forcing offline stores to shut across the globe.

The rise in trend of social media is also driving the market of online segment as the companies are finding social media as heir platform to market their product while linking the online website to purchase for easy access.

### Segmentation:

#### ? By Type

High Sugar Jam

Low Sugar Jam

#### ? By Application

Ice-cream Industry

Dairy Industry

Baked product Industry

Others

? By Distribution Channel

Hypermarkets / Supermarkets

Grocery Stores

Online

Others

? By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

Spain

United Kingdom

France

Others

Middle East and Africa

Saudi Arabia

South Africa

Others

Asia Pacific

China

Japan

Australia

India

Others

Note: The report will be dispatched in 3 business days.

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